

## ORDER



**Orders**  
**Order / Rev:** 707784 - 1  
**Alt Order #:** 06286517  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 40  
**Flight Dates:** 08/22/12 - 08/26/12  
**Original Date / Rev:** 08/20/12 / 08/23/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:** Stephanie Kincaid  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	60	\$54,375.00	\$46,218.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	60	\$54,375.00	\$46,218.75	0.00
<b>Totals</b>	<b>60</b>	<b>\$54,375.00</b>	<b>\$46,218.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/22/12	08/24/12	M-F 6-7a 6-7a 10 News	CM	6-7a	--WTF--	:30	3	\$360.00	P-3	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--WTF--		3				\$360.00		0.00			
2	WTSP	08/22/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	--WTF--	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--WTF--		3				\$360.00		0.00			
3	WTSP	08/22/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	--WTF--	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--WTF--		3				\$360.00		0.00			
4	WTSP	08/22/12	08/24/12	Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$975.00	P-3	0.00	NM	3	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--WTF--		3				\$975.00		0.00			
5	WTSP	08/22/12	08/24/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--WTF--	:30	6	\$875.00	P-3	0.00	NM	6	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--WTF--		6				\$875.00		0.00			
6	WTSP	08/22/12	08/24/12	M-F 2-3p The Talk	CM	2-3p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--WTF--		3				\$700.00		0.00			

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 Alt Order #: 06286517  
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Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 40

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTSP	08/22/12	08/24/12	M-F 3-4p Let's Make a Deal	CM	3-4p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$700.00		0.00			
8	WTSP	08/22/12	08/24/12	M-F 4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$700.00		0.00			
9	WTSP	08/22/12	08/24/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--WTF--	:30	6	\$600.00	P-3	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		6				\$600.00		0.00			
10	WTSP	08/22/12	08/24/12	M-F 530-6p 10 News at 530p	CM	530-6p	--WTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$600.00		0.00			
11	WTSP	08/22/12	08/24/12	M-F 6-630p 6-630p 10 News	CM	6-630p	--WTF--	:30	6	\$675.00	P-3	0.00	NM	6	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		6				\$675.00		0.00			
12	WTSP	08/22/12	08/24/12	7-730p Inside Edition	CM	7-730p	--WTF--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$900.00		0.00			
13	WTSP	08/22/12	08/23/12	10 News Special 10 News Special	CM	10 News Special	--WT---	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WT---		3				\$900.00		0.00			
14	WTSP	08/22/12	08/24/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	--WTF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		2				\$1,800.00		0.00			
E 15	WTSP	08/22/12	08/24/12	Letterman Late Night with David Letterman	CM	1135p-1237a	--WTF--	:30	3	\$850.00	P-3	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$850.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	08/20/12-08/26/12	Letterman		1135p-1237a	--WThF----	:30		<del>(\$850.00)</del>		0.00	NM		
				Credited											
				[mg 24]											
16	WTSP	08/25/12	08/25/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a	-----S-	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		1				\$120.00		0.00			
17	WTSP	08/25/12	08/25/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$240.00	P-3	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		1				\$240.00		0.00			
18	WTSP	08/25/12	08/25/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		1				\$1,200.00		0.00			
19	WTSP	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1				\$1,200.00		0.00			
20	WTSP	08/26/12	08/26/12	Face the Nation Face the Nation	CM	Sun 1030-1130a	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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20	WTSP	08/26/12	08/26/12	Face the Nation Face the Nation	CM	Sun 1030-1130a	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/20/12	08/26/12	-----S		1		\$1,200.00		0.00					
21	WTSP	08/26/12	08/26/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/20/12	08/26/12	-----S		1		\$10,000.00		0.00					
22	WTSP	08/26/12	08/26/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/20/12	08/26/12	-----S		1		\$1,700.00		0.00					
23	WTSP	08/24/12	08/24/12	730-8p Millionaire	CM	730-8p	----F--	:30	1	\$900.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/20/12	08/26/12	----F--		1		\$900.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	08/20/12-08/26/12	730-8p		730-8p	----F--	:30		<del>(\$900.00)</del>		0.00	NM		
	Credited [mg 13]														
N24	WTSP	08/24/12	08/24/12	10 News Special 10 News Special	CM	10 News Special	----F--	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/20/12	08/26/12	----F--		1		\$850.00		0.00					
													Totals	60	\$54,375.00